

Residential Flooring - US - March 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

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"A healthy housing market combined with innovation in the category is supporting continued sales growth in the flooring market. Although wall-to-wall carpeting still maintains dominance in reported coverage, shifting consumer attitudes and competitive prices are driving recent purchase of hard-surface flooring at a faster pace."

Stephen Brown, Household Analyst

This report looks at the following areas:

- Flat sales growth in carpeting as hard-surface flooring becomes more competitive
- Gradual decline in homeownership may translate to less category spending
- Shrinking square footage may dampen volume sales of flooring

This Report covers the following flooring types:

- Soft surface flooring, including carpeting (wall-to-wall and carpet tiles) and area rugs.
- Hard-surface flooring including:
 - Vinyl tile/sheet flooring
 - Stone and marble flooring
 - Wood flooring
 - Laminate flooring

The Report covers products that homeowners buy and/or install for themselves, as well as products installed by professional homebuilders, contractors, and management companies in advance of or following the sale of a residence.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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- More pet owners set expectations on durable flooring
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- Flooring brands strive for sustainability
- Colorful concepts are slated to grow
- Terrazzo is next trend in flooring design

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- Carpet leads in currently installed flooring with tile close behind
- Recently purchased flooring continues shift from carpet to hard-surface

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- Visual appeal and cost make retailers leading source for information
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